

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMPANY, INC.

Ad No. 2081-C2 - (SNOWFAKE LEADER) - reg. No. M96865 - Jr. Page, B&W, Bleed - (7 5/8" x 11")
Printed in U.S.A.

Kentucky Farmer, 1987
(604)

Get the flavor of these leading brands, but less tar.



Breakaway to Merit.

Breakaway to flavor.



King: 8 mg "tar," 0.5 mg nicotine av. per cigarette, FTC Report Feb. 85.

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

Comparisons based on king-size version of products shown and "tar" levels from Feb. 85 FTC Report or by FTC method.



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